Eric.Suter@us.pm.com on 09/28/2001 09:34:52 AM

To: Arthur Levine/Atty/DC/ArnoldAndPorter@APORTER
cc:

Subject: FW: Vector Tobacco's New Reduced Carcinogen Cigarette Scores High in Taste Tests Against Leading Premium Brand

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FYI

> -----Original Message-----
> From: Lenling, Amy > Sent: Friday, September 28, 2001 9:25 AM
> To: Keane, Denise; Holleran, Jack; Murillo, Joe; Murphy, Virginia;
> Desel, Paula; Suter, Eric; Carcich, Claire; Whidden, Roger; Osborne, Kevin
> (PMMC Legal); Nelson, Christopher (PMMC)
> Subject: Vector Tobacco's New Reduced Carcinogen Cigarette Scores
> High in Taste Tests Against Leading Premium Brand
> > Below is a press release from Vector Tobacco announcing that their new
> "reduced carcinogen cigarette" Omni "performed exceptionally well in
> consumer taste tests, scoring equal to or slightly better than the leading
> premium cigarette." > > Friday September 28, 8:52 am Eastern Time > Press Release
> SOURCE: Vector Group > Vector Tobacco's New Reduced Carcinogen Cigarette Scores High
in Taste
> Tests Against Leading Premium Brand
> OMNI Cigarettes On Track For October Launch
> NEW YORK--(BUSINESS WIRE)--Sept. 28, 2001--Vector Group Ltd. announced
> today that OMNI, Vector Tobacco's new reduced carcinogen cigarette,
> performed exceptionally well in consumer taste tests, scoring equal to or
> slightly better than the leading premium cigarette. > The Company also announced
that production of commercial quantities of
> OMNI will commence next week and that OMNI would be available in select
> retail stores nationwide in the second half of October. > OMNI full flavor and light
cigarettes were tested against the leading
> premium cigarette brand in each category in two separate quantitative
> taste tests featuring 600 smokers. Smokers tested rated OMNI's taste at
> equal to or slightly better than the leading premium brand in the
> respective categories. > ``We've said all along that OMNI tastes, smokes and burns
just like any
> other cigarette - and these test results prove that,'' said Bennett S.
> LeBow, Chairman and Chief Executive Officer of Vector Group. ``For OMNI to
> perform as well as, and in some cases better than, the leading premium
> cigarette brand in blind taste tests is a significant achievement, and
> should create strong momentum for our October launch. While there is no
> such thing as a safe cigarette, we believe that a premium taste, reduced
> carcinogen cigarette such as OMNI provides smokers with a better
> alternative.'' > OMNI is the first reduced carcinogen cigarette that tastes, smokes,
and
> burns just like any other premium cigarette. In OMNI, Vector Tobacco has
> greatly reduced many of the specific carcinogens that the medical
> community has identified as the major causes of lung cancer in smokers,
> including PAHs (polycyclic aromatic hydrocarbons), nitrosamines, and
> catechols. OMNI technology uses a proprietary process in which regular
> tobacco is treated with a complex catalytic system, thereby significantly
> reducing the carcinogen levels. > Vector Group is a holding company that indirectly
owns Liggett Group Inc.,
> Vector Tobacco and a controlling interest in New Valley Corporation. > > Contact: >
Citigate Sard Verbinnen, New York
> Anna Cordasco
> Paul Caminiti
> Carrie Bloom
> 212/687-8080

Source: https://www.industrydocuments.ucsf.edu/docs/xkjk0001